MARLBORO MILDS TEST MARKET FLASH REPORT - SHARE - C-Stores

Week Ending 11/20/99

	Atlanta					Pittsburgh				
	Intro TD	4WM	Diff. vs 1WK AGO	1 Week	Diff. vs 1WK AGO	Intro TD	4WM	Diff. vs 1WK AGO	1 Week	Diff. vs 1WK AGO
Marlboro Milds Kings Box	0.22	0.38	0.09	0.53	0.16	0.59	0.88	0.12	1.03	-0.01
Premium	77.27	78.24	0.51	78.84	0.10	76.14	76.83	-0.01	78.72	-0.81
Marlboro	34.22	36.30	0.60	37.40	0.37	38.64	39.68	0.37	40.39	-0.62
- Total FF (NM)	10.61	11.35	-0.09	11.03	-0.89	13.23	13.53	0.26	14.15	-0.06
- Total LTs (NM)	18.93	18.16	0.52	19.05	0.66	15.26	15.71	-0.05	15.76	-0.20
- *Total ULT (NM)*	3.08	3.19	0.06	3.44	0.26	3.18	3.33	-0.04	3.34	-0.20
- Total FF Menthol	0.63	0.57	0.00	0.62	0.00	1.61	1.62	0.09	1.68	-0.14
- Total LTs Menthol	1.26	1.16	-0.02	1.13	-0.14	2.45	2.28	-0.05	2.20	-0.11
- Total ULT Menthol	0.25	0.23	-0.02	0.26	0.00	0.63	0.69	0.02	0.67	-0.06
- Total Menthol	2.38	2.34	0.04	2.54	0.03	5.27	5.44	0.18	5.48	-0.31
Merit	1.75	1.58	-0.05	1.60	0.04	1.74	1.71	0.04	1.88	0.16
- Total Menthol	0.39	0.36	0.00	0.38	0.03	0.37	0.36	-0.02	0.31	-0.09
B&H	2.57	2.50	0.04	2.64	0.21	0.95	0.92	-0.02	0.85	-0.13
- Total Menthol	1.67	1.62	0.09	1.76	0.23	0.41	0.40	0.01	0.41	0.00
Virginia Slims	2.92	2.90	-0.03	2.68	-0.05	2.64	2.57	-0.08	2.46	-0.05
- Total Menthol	1.52	1.52	-0.01	1.50	0.06	1.56	1.46	-0.03	1.38	-0.05
Parliament	0.20	0.20	-0.01	0.19	0.01	0.56	0.53	-0.03	0.50	0.01
- Total Menthol	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.01	0.06	0.02
Newport	8.20	7.92	-0.09	7.28	-0.95	7.52	7.31	-0.20	7.12	-0.12
- Total FF Menthol	7.21	6.95	-0.05	6.40	-0.85	5.70	5.65	-0.15	5.43	-0.22
- Total LTs Menthol	0.93	0.90	-0.03	0.82	-0.08	1.31	1.30	-0.03	1.33	0.06
Winston	7.56	7.63	0.22	7.95	0.40	5.06	5.06	0.05	5.02	-0.15
- Total LTs	3.48	3.47	0.07	3.58	0.06	2.09	2.13	0.02	2.13	-0.03
Camel	5.62	5.67	-0.05	5.37	-0.13	5.89	5.84	-0.32	5.27	-0.61
- *Total LTs (NM)*	3.29	3.32	-0.02	3.14	-0.10	2.93	2.92	-0.21	2.71	-0.15
- Total LTs Menthol	0.24	0.21	-0.01	0.26	0.07	0.34	0.32	0.00	0.27	-0.05
- Total FF Menthol	0.19	0.17	0.00	0.16	0.01	0.29	0.26	-0.01	0.24	0.00
Salem	4.04	3.84	-0.05	3.94	0.18	4.58	4.59	0.09	4.65	0.36
- Total FF	1.55	1.44	-0.04	1.44	0.06	1.39	1.46	0.09	1.52	0.29
- Total LTs	1.78	1.71	-0.02	1.77	0.09	2.39	2.33	0.00	2.35	0.11
Kool	4.97	4.81	-0.04	4.69	-0.22	3.68	3.79	0.10	3.85	0.33
- Total FF	3.30	3.22	-0.03	3.10	-0.24	2.39	2.50	0.09	2.62	0.22
- Total LTs	0.53	0.51	0.01	0.54	0.08	0.35	0.32	-0.01	0.32	-0.05
- Total Milds	0.91	0.88	-0.01	0.89	-0.02	0.82	0.84	0.03	0.91	0.20
Discount	22.73	21.76	-0.51	21.16	-0.10	23.86	23.17	0.01	23.28	0.81
Basic	4.93	4.72	-0.02	4.64	0.05	3.40	3.40	0.05	3.48	-0.01
- Total Menthol	1.53	1.49	0.03	1.51	0.05	1.14	1.15	0.02	1.18	0.06
Doral	8.52	8.28	-0.07	8.19	0.35	4.81	4.50	0.04	4.89	0.63
- Total Menthol	2.38	2.26	-0.02	2.30	0.20	1.33	1.29	0.01	1.38	0.26
GPC	1.64	1.54	-0.07	1.39	-0.19	4.01	3.91	0.06	3.83	-0.09
- Total Menthol	0.44	0.44	0.00	0.41	-0.06	1.03	1.02	0.00	1.04	0.09
Maverick	0.64	0.54	-0.05	0.53	0.01	0.97	1.02	-0.01	0.92	-0.14
- Total Menthol	0.25	0.21	-0.01	0.20	-0.02	0.34	0.35	-0.02	0.32	-0.04
Old Gold	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.01	0.01
- Total Menthol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Pyramid	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
- Total Menthol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AO Mfrs. Discount	0.51	0.36	-0.04	0.32	0.00	0.16	0.20	-0.02	0.15	-0.05
- Total Menthol	0.07	0.06	0.00	0.05	-0.01	0.04	0.05	0.00	0.04	-0.03
Total Private Label	3.29	3.57	-0.02	3.50	-0.09	2.71	2.56	-0.18	2.18	-0.43
- Total Menthol	0.83	0.89	-0.01	0.82	-0.12	1.21	1.19	-0.04	1.07	-0.08
Manufacturer										
PM	47.19	48.65	0.50	49.74	0.56	49.11	49.94	0.34	50.57	-0.62
- *Premium*	41.71	43.52	0.59	44.75	0.59	44.59	45.53	0.29	46.14	-0.65
- Discount	5.48	5.13	-0.08	5.00	-0.02	4.52	4.41	0.06	4.43	0.03
RJR	30.80	30.50	0.09	30.46	0.75	24.32	23.78	-0.30	23.22	-0.04
- Premium	19.56	19.42	0.15	19.58	0.64	16.52	16.41	-0.21	15.79	-0.44
- Discount	11.24	11.06	-0.06	10.85	0.11	7.79	7.37	-0.09	7.43	0.40
B&W	10.26	9.80	-0.18	9.44	-0.49	12.66	12.53	0.21	12.58	0.13
- Premium	7.20	6.93	-0.08	6.74	-0.24	6.57	6.68	0.13	6.83	0.37
- Discount	3.06	2.87	-0.10	2.69	-0.25	6.08	5.84	0.07	5.73	-0.23
Lorillard	9.30	8.83	-0.15	8.23	-0.87	9.36	9.14	-0.21	8.83	-0.22
- Premium	8.66	8.30	-0.10	7.70	-0.88	8.39	8.12	-0.20	7.90	-0.09
- Discount	0.64	0.54	-0.05	0.53	0.01	0.98	1.02	-0.01	0.93	-0.14
Liggett	1.30	1.22	-0.20	1.24	0.17	2.28	2.02	-0.13	2.05	0.34
Commonwealth	0.40	0.41	-0.02	0.36	-0.08	2.05	2.30	0.11	2.52	0.48
AO Mfrs.	0.74	0.59	-0.03	0.52	-0.04	0.23	0.28	-0.02	0.24	-0.02

Source: IRI/Capstone 12/2/99

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Source: https://www.industrydocuments.ucsf.edu/docs/msfy0004

MARLBORO MILDS TEST MARKET FLASH REPORT - CAUSAL DATA - C-Stores

Week Ending 11/20/99

	Atlanta					Pittsburgh				
	Intro TD	4WM	Diff. vs 4WKs AGO	1 Week	Diff. vs 1WK AGO	Intro TD	4WM	Diff. vs 4WKs AGO	1 Week	Diff. vs 1WK AGO
% Stores Selling										
Marlboro Milds Kings Box	NA	NA	NA	65.4	-1.8	NA	NA	NA	98.4	0.8
% Of Stores w/Free Product										
Marlboro Milds Kings Box	NA	NA	NA	33.2	25.2	NA	NA	NA	42.5	-6.7
- Total Marlboro	NA	NA	NA	33.2	19.9	NA	NA	NA	45.8	-10.3
Camel	NA	NA	NA	17.5	-0.8	NA	NA	NA	19.8	-13.1
Winston	NA	NA	NA	31.1	1.4	NA	NA	NA	29.4	4.3
Newport	NA	NA	NA	1.5	-2.3	NA	NA	NA	9.2	-12.8
Salem	NA	NA	NA	0.0	0.0	NA	NA	NA	46.7	33.8
Kool	NA	NA	NA	7.0	2.8	NA	NA	NA	6.0	6.0
Basic	NA	NA	NA	0.0	-1.7	NA	NA	NA	0.0	0.0
Doral	NA	NA	NA	6.0	-5.4	NA	NA	NA	37.5	20.8
GPC	NA	NA	NA	0.0	0.0	NA	NA	NA	0.0	0.0
Maverick	NA	NA	NA	0.0	0.0	NA	NA	NA	0.0	0.0
Money-Off Incidence										
Marlboro Milds Kings Box	NA	NA	NA	26.8	-0.3	NA	NA	NA	56.9	4.8
- Total Marlboro	NA	NA	NA	36.5	-7.8	NA	NA	NA	60.6	0.6
Camel	NA	NA	NA	54.0	1.3	NA	NA	NA	83.8	7.1
Winston	NA	NA	NA	54.1	2.9	NA	NA	NA	80.7	5.0
Newport	NA	NA	NA	2.1	-2.6	NA	NA	NA	23.9	5.1
Salem	NA	NA	NA	21.8	-2.9	NA	NA	NA	83.6	19.1
Kool	NA	NA	NA	25.1	4.9	NA	NA	NA	55.9	2.0
Basic	NA	NA	NA	34.3	5.6	NA	NA	NA	66.2	6.9
Doral	NA	NA	NA	57.3	-7.3	NA	NA	NA	79.5	11.2
GPC	NA	NA	NA	22.3	3.0	NA	NA	NA	50.3	0.0
Maverick	NA	NA	NA	20.8	-0.8	NA	NA	NA	26.2	0.0

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Source: IRI/Capstone 12/2/99

Source: https://www.industrydocuments.ucsf.edu/docs/msfy0004

MARLBORO MILDS TEST MARKET FLASH REPORT - TREND DATA - C-Stores

Week Ending 11/20/99

	Atlanta									Pittsburgh								
	1 Week Ending Sep 25, 1999	1 Week Ending Oct 2, 1999	1 Week Ending Oct 9, 1999	1 Week Ending Oct 16, 1999	1 Week Ending Oct 23, 1999	1 Week Ending Oct 30, 1999	1 Week Ending Nov 6, 1999	1 Week Ending Nov 13, 1999	1 Week Ending Nov 20, 1999	1 Week Ending Sep 25, 1999	1 Week Ending Oct 2, 1999	1 Week Ending Oct 9, 1999	1 Week Ending Oct 16, 1999	1 Week Ending Oct 23, 1999	1 Week Ending Oct 30, 1999	1 Week Ending Nov 6, 1999	1 Week Ending Nov 13, 1999	1 Week Ending Nov 20, 1999
Share																		
Marlboro Milds Kings Box	0.00	0.09	0.11	0.19	0.23	0.24	0.37	0.36	0.53	0.12	0.21	0.43	0.61	0.58	0.59	0.75	1.04	1.09
Premium	75.70	76.04	76.80	77.59	76.88	77.31	78.07	78.74	78.84	75.35	75.09	75.12	75.95	76.75	76.21	76.85	77.53	76.72
Marlboro	31.92	31.54	31.73	33.74	35.11	35.10	35.61	37.03	37.40	37.15	36.88	37.97	38.54	38.94	38.80	38.45	41.01	40.39
- Total FF (NM)	9.44	9.69	9.58	10.76	11.15	11.55	10.91	11.95	11.03	12.84	12.42	12.76	13.93	13.13	12.43	13.27	14.21	14.15
- Total LTs (NM)	18.18	18.45	18.49	18.27	17.05	17.09	18.27	18.19	19.05	14.87	14.38	14.93	14.52	15.99	16.25	14.89	15.96	15.76
- Total ULT (NM)	2.70	2.71	3.00	3.25	3.21	3.15	2.96	3.18	3.44	2.68	2.81	3.20	3.26	3.49	3.49	2.94	3.54	3.34
- Total FF Menthol	0.75	0.71	0.66	0.59	0.62	0.51	0.54	0.62	0.62	1.59	1.88	1.81	1.82	1.21	1.82	1.55	1.71	1.58
- Total LTs Menthol	1.40	1.48	1.35	1.20	1.22	1.20	1.02	1.27	1.13	2.87	2.72	2.45	2.37	2.38	2.25	2.39	2.30	2.20
- Total ULT Menthol	0.28	0.28	0.29	0.27	0.32	0.18	0.23	0.28	0.28	0.51	0.69	0.81	0.57	0.57	0.56	0.79	0.73	0.67
- Total Menthol	2.41	2.48	2.38	2.24	2.39	2.12	2.17	2.51	2.54	5.09	5.44	5.30	5.07	4.74	5.03	5.48	5.79	5.48
Merit	1.88	1.90	2.01	1.81	1.78	1.81	1.54	1.58	1.80	1.90	1.88	1.78	1.72	1.73	1.58	1.88	1.70	1.88
- Total Menthol	0.32	0.45	0.48	0.42	0.37	0.35	0.35	0.35	0.38	0.44	0.33	0.38	0.37	0.39	0.37	0.35	0.40	0.31
B&H	2.88	2.77	2.87	2.47	2.47	2.53	2.39	2.43	2.84	1.08	1.02	0.82	1.04	0.90	0.92	0.94	0.97	0.85
- Total Menthol	1.78	1.88	1.88	1.58	1.68	1.83	1.54	1.54	1.78	0.49	0.51	0.31	0.38	0.37	0.39	0.39	0.41	0.41
Virginia Slims	2.98	2.91	2.91	2.89	2.98	2.88	2.98	2.93	2.88	2.34	2.53	2.46	2.54	2.89	2.81	2.53	2.50	2.46
- Total Menthol	1.80	1.48	1.52	1.49	1.54	1.58	1.61	1.44	1.50	1.29	1.28	1.27	1.28	1.49	1.58	1.43	1.43	1.38
Parliament	0.20	0.19	0.15	0.21	0.22	0.21	0.22	0.18	0.19	0.58	0.63	0.69	0.49	0.64	0.62	0.60	0.49	0.50
- Total Menthol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.08	0.07	0.04	0.08	0.08	0.08	0.04	0.06
Newport	8.40	8.51	8.68	8.79	7.64	7.88	8.36	8.23	7.28	7.58	7.59	7.88	7.74	7.98	7.81	7.27	7.24	7.12
- Total FF Menthol	7.45	7.45	7.62	7.77	6.59	6.83	7.33	7.27	6.40	5.30	5.61	5.88	5.84	6.01	5.82	5.89	5.65	5.43
- Total LTs Menthol	0.89	1.01	0.99	0.88	0.95	0.95	0.92	0.91	0.82	1.36	1.20	1.20	1.32	1.45	1.36	1.25	1.27	1.33
Winston	7.58	7.72	7.77	7.44	7.09	7.42	7.57	7.54	7.95	4.81	5.48	4.98	5.25	4.88	5.14	4.91	5.17	5.02
- Total LTs	3.57	3.89	3.48	3.37	3.29	3.28	3.61	3.50	3.58	1.85	2.31	2.01	2.10	2.06	2.11	2.13	2.18	2.13
Camel	5.50	5.64	5.83	5.59	5.58	6.03	5.79	5.80	5.37	5.54	6.09	5.86	5.92	6.51	5.69	6.58	5.88	5.27
- Total LTs (NM)	3.20	3.30	3.29	3.21	3.20	3.49	3.41	3.24	3.14	2.48	3.10	2.52	3.17	3.58	2.84	3.51	2.85	2.71
- Total LTs Menthol	0.31	0.23	0.26	0.28	0.28	0.21	0.19	0.19	0.28	0.45	0.38	0.39	0.31	0.25	0.30	0.40	0.32	0.27
- Total FF Menthol	0.23	0.20	0.22	0.20	0.17	0.17	0.17	0.15	0.16	0.31	0.40	0.32	0.24	0.28	0.29	0.29	0.24	0.24
Salem	4.00	4.34	4.27	4.16	4.13	3.87	3.79	3.76	3.94	4.55	4.93	4.82	4.54	4.28	4.66	4.79	4.28	4.65
- Total FF	1.53	1.84	1.80	1.81	1.59	1.45	1.49	1.39	1.44	1.23	1.45	1.36	1.46	1.18	1.55	1.56	1.22	1.82
- Total LTs	1.77	2.01	1.78	1.79	1.84	1.74	1.88	1.86	1.77	2.41	2.73	2.43	2.27	2.34	2.32	2.41	2.24	2.36
Kool	4.88	4.95	5.33	5.45	4.85	4.88	4.79	4.92	4.89	4.01	3.27	3.72	3.42	3.54	3.67	3.89	3.62	3.95
- Total FF	3.11	3.18	3.64	3.65	3.20	3.32	3.15	3.34	3.10	2.50	2.05	2.51	2.14	2.28	2.47	2.50	2.41	2.62
- Total LTs	0.57	0.53	0.56	0.51	0.52	0.51	0.56	0.46	0.54	0.58	0.38	0.30	0.37	0.37	0.24	0.38	0.37	0.32
- Total Milds	0.90	0.98	0.87	0.99	0.91	0.82	0.89	0.91	0.86	0.82	0.79	0.81	0.82	0.80	0.86	0.89	0.70	0.91
Discount	24.30	23.96	23.20	22.41	23.12	22.69	21.93	21.26	21.16	24.65	24.91	24.88	24.05	23.25	23.79	23.15	22.47	23.26
Basic	5.40	5.28	4.84	5.18	4.71	4.91	4.74	4.58	4.84	3.34	3.31	3.46	3.80	3.27	3.16	3.44	3.48	3.48
- Total Menthol	1.72	1.58	1.46	1.64	1.39	1.60	1.40	1.46	1.51	1.19	1.11	1.10	1.19	1.09	1.10	1.18	1.13	1.18
Doral	8.76	9.08	8.88	8.46	8.47	8.71	8.39	7.84	8.19	5.71	5.28	4.83	4.70	4.78	4.71	4.30	4.08	4.89
- Total Menthol	2.44	2.88	2.35	2.45	2.37	2.32	2.32	2.10	2.30	1.48	1.58	1.24	1.19	1.38	1.39	1.28	1.11	1.38
GPC	1.77	1.78	1.74	1.82	1.85	1.55	1.84	1.58	1.39	4.27	4.88	3.88	3.94	3.58	4.00	3.90	3.91	3.83
- Total Menthol	0.41	0.48	0.42	0.48	0.42	0.41	0.47	0.47	0.41	1.10	1.11	0.99	0.97	1.02	1.05	1.04	0.95	1.04
Maverick	0.87	0.85	0.79	0.74	0.72	0.58	0.50	0.52	0.58	0.90	0.92	1.04	0.84	0.98	1.05	1.04	1.07	0.92
- Total Menthol	0.27	0.25	0.30	0.30	0.28	0.22	0.19	0.23	0.20	0.33	0.35	0.35	0.24	0.40	0.46	0.28	0.35	0.32
Old Gold	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.01
- Total Menthol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Pyramid	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
- Total Menthol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AO Mfrs. Discount	1.01	0.58	0.37	0.59	0.47	0.38	0.42	0.33	0.32	0.02	0.04	0.25	0.12	0.22	0.27	0.19	0.21	0.15
- Total Menthol	0.09	0.11	0.08	0.08	0.07	0.07	0.08	0.08	0.05	0.00	0.00	0.07	0.04	0.03	0.08	0.04	0.07	0.04
Total Private Label	3.01	3.17	2.96	2.76	3.57	3.87	3.59	3.59	3.50	2.89	2.51	3.43	2.72	2.88	3.15	2.43	2.81	2.18
- Total Menthol	0.76	0.88	0.78	0.72	0.87	0.93	0.87	0.93	0.82	1.14	1.17	1.49	1.15	1.22	1.46	1.09	1.13	1.07
PM	45.80	45.51	45.01	46.86	47.83	47.98	47.92	48.18	49.74	48.15	47.48	48.56	49.13	49.23	48.96	48.99	51.19	50.57
- Premium	39.70	39.49	39.52	41.18	42.61	42.84	42.77	44.17	44.75	43.26	42.92	43.82	44.52	45.04	44.77	44.38	46.79	46.14
- Discount	6.11	6.08	5.48	5.68	5.22	5.35	5.15	5.02	5.00	4.89	4.55	4.74	4.61	4.19	4.17	4.62	4.40	4.43
RJR	31.00	32.10	31.50	30.22	30.11	31.27	30.54	29.71	30.46	24.74	25.89	24.24	24.47	24.40	24.36	24.35	23.28	23.22
- Premium	19.51	20.11	20.20	19.42	18.99	19.87	19.47	18.94	19.58	18.04	17.56	18.19	18.67	18.60	18.30	17.98	18.24	15.79
- Discount	11.49	11.99	11.29	10.79	11.12	11.40	11.07	10.77	10.88	6.70	8.14	6.05	7.80	7.80	6.06	6.98	7.08	7.43
B&W	10.82	10.33	11.06	10.59	10.13	9.90	9.98	9.98	9.44	13.98	13.15	12.61	12.14	11.72	12.55	12.58	12.43	12.58
- Premium	7.39	7.24	7.71	7.60	7.07	6.98	7.02	6.98	6.74	7.28	6.08	6.51	6.28	6.30	6.66	6.78	6.48	6.83
- Discount	3.43	3.09	3.35	2.99	3.07	2.92	2.94	2.95	2.69	6.84	7.09	6.10	5.91	5.42	5.90	5.78	5.97	5.73
Lorillard	9.57	9.78	9.99	9.97	8.81	8.81	9.24	9.10	8.23	9.65	9.45	9.56	9.92	9.67	9.46	9.23	9.05	8.83
- Premium	8.90	9.08	9.20	9.23	8.09	8.22	8.74	8.58	7.70	8.73	8.51	8.92	9.47	8.71	8.48	8.19	7.98	7.90
- Discount	0.67	0.69	0.79	0.74	0.72	0.58	0.50	0.52	0.53	0.92	0.93	1.04	0.85	0.96	1.06	1.04	1.07	0.93
Liggett	1.20	1.10	1.40	1.17	2.01	1.37	1.20	1.07	1.24	2.11	2.24	2.76	2.73	2.57	2.28	2.05	1.71	2.05
Commonwealth	0.32	0.40	0.42	0.38	0.44	0.37	0.47	0.44	0.38	1.39	1.94	1.88	2.08	2.08	2.00	2.57	2.09	2.92
AO Mfrs.	1.28	0.84	0.63	0.81	0.88	0.80	0.67	0.57	0.52	0.04	0.07	0.39	0.15	0.32	0.38	0.25	0.27	0.24
% Stores Selling																		
Marlboro Milds Kings Box	3.1	21.0	45.5	59.9	66.2	69.3	75.6	87.2	85.4	47.1	58.1	61.1	86.7	84.8	91.8	97.8	97.5	98.4

Source: IRI/Capstone 12/2/99

Source: https://www.industrydocuments.ucsf.edu/docs/msfy0004

MARLBORO MILDS TEST MARKET FLASH REPORT - TREND DATA - C-Stores

Week Ending 11/20/99

	Atlanta									Pittsburgh								
	1 Week Ending Sep 25, 1999	1 Week Ending Oct 2, 1999	1 Week Ending Oct 9, 1999	1 Week Ending Oct 16, 1999	1 Week Ending Oct 23, 1999	1 Week Ending Oct 30, 1999	1 Week Ending Nov 6, 1999	1 Week Ending Nov 13, 1999	1 Week Ending Nov 20, 1999	1 Week Ending Sep 25, 1999	1 Week Ending Oct 2, 1999	1 Week Ending Oct 9, 1999	1 Week Ending Oct 16, 1999	1 Week Ending Oct 23, 1999	1 Week Ending Oct 30, 1999	1 Week Ending Nov 6, 1999	1 Week Ending Nov 13, 1999	1 Week Ending Nov 20, 1999
% Of Stores w/Free Product																		
Marlboro Milds Kings Box	0.0	0.0	0.0	0.0	0.0	0.0	7.9	8.0	33.2	0.0	0.0	0.0	0.0	0.0	0.0	46.4	49.2	42.5
- Total Marlboro	3.4	6.4	4.8	1.9	0.4	2.7	13.7	13.3	33.2	0.0	0.0	0.0	0.0	0.0	0.0	46.4	58.1	45.8
Camel	23.5	18.3	19.8	15.9	18.5	29.8	19.7	18.8	17.5	14.4	7.2	14.5	85.2	47.9	97.6	33.4	32.9	19.8
Winston	24.9	14.9	15.0	12.8	19.4	23.4	23.3	29.7	31.1	4.2	0.0	5.8	9.3	19.1	14.3	28.6	25.1	29.4
Newport	4.2	4.2	4.2	4.2	2.8	4.2	5.2	3.8	1.5	0.0	0.0	0.0	0.0	19.7	7.4	12.7	22.0	9.2
Salem	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	4.3	0.0	0.0	0.0	0.0	2.4	12.9	46.7
Kool	5.2	3.6	7.8	10.4	14.8	12.1	14.6	4.5	7.0	17.0	13.8	13.3	9.7	9.7	0.0	0.0	0.0	6.0
Doral	1.9	3.4	1.9	1.9	0.0	1.7	8.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0
GPC	27.0	23.6	20.2	11.1	12.8	13.3	13.5	11.4	9.0	48.0	53.8	42.4	29.4	38.0	22.1	19.4	18.7	37.5
Maverick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Money-Off Incidence																		
Marlboro Milds Kings Box	0.0	0.0	0.0	11.5	24.7	29.8	18.6	27.1	28.6	0.0	0.0	15.9	39.8	31.5	40.8	58.1	52.1	58.9
- Total Marlboro	13.7	13.0	8.9	40.8	43.6	39.8	44.4	44.3	36.5	30.1	14.2	26.9	58.3	46.9	61.5	84.2	80.0	80.8
Camel	47.7	44.1	45.9	42.7	54.0	48.9	46.1	52.7	54.0	70.6	72.6	70.3	71.8	73.3	71.8	85.8	78.7	83.8
Winston	58.2	53.5	55.3	42.7	51.4	54.8	58.5	51.1	54.1	75.0	72.8	83.3	70.3	89.6	74.8	96.8	75.7	80.7
Newport	19.2	17.8	15.5	17.4	10.2	5.9	8.6	4.7	2.1	21.8	18.1	24.7	18.5	25.7	9.0	7.1	18.8	28.9
Salem	14.9	16.4	11.2	18.7	10.2	14.7	21.1	24.7	21.8	61.9	61.8	85.2	85.5	80.2	80.9	50.8	84.5	83.8
Kool	17.8	15.8	15.7	21.1	22.4	19.8	18.1	20.2	25.1	42.8	41.7	44.3	32.1	37.9	31.8	21.1	53.9	55.9
Basic	21.8	23.8	23.3	32.9	40.7	36.5	23.3	28.7	34.3	38.0	36.1	42.6	45.5	43.9	39.9	63.6	59.3	66.2
Doral	50.8	47.7	52.8	47.1	48.4	51.2	41.2	64.8	57.9	58.3	60.8	51.9	65.3	65.0	61.6	84.7	88.3	79.5
GPC	25.7	22.4	19.6	17.6	16.3	18.3	18.8	19.2	22.5	41.5	42.4	35.2	27.0	34.7	44.6	54.8	50.3	50.3
Maverick	26.6	28.5	24.1	22.5	25.6	24.4	19.6	21.7	20.8	8.8	10.3	7.2	7.2	9.8	16.5	19.0	28.3	28.2

Source: IRI/Capstone 12/2/99

Source: https://www.industrydocuments.ucsf.edu/docs/msfy0004